



Issue 5 NEWS

Welcome to the latest edition of the BID newsletter

We would like to welcome Caroline Cook who joins the team as Administrator. Caroline will be overseeing the office administration, maintaining the database and supporting the projects.

FREE Business Voice Networking Event

We would like to invite you to the first Norwich BID networking event where we will be discussing transport for the city centre and would love to hear your thoughts and ideas.

The event is **FREE** to BID Members and will include a presentation by Mike Jackson, Director of Environment, Transport and Development, Norfolk County Council on the topic of Transport Issues in the City and the proposed NDR.

Refreshments and a light buffet will be provided and there will be the opportunity to network and share ideas with other businesses.

We are looking to hold the event in July, for more information please contact [Caroline Cook](#) on 01603 727930.

Digital Business Wall - FREE Business Promotion

We have a great opportunity to promote your business locally for FREE. Norwich Business Wall will display information, images and QR codes for BID members in some city centre vacant shops.

Spaces will be allocated on a first come, first served basis. Please contact us on 01603 727930 for more information.

Waste and Recycling - Tell Us Your Views

We are currently conducting business surveys to understand current waste and recycling levels in the city. Look out for our Waste Project Manager gathering information from businesses.

If you wish to take part in the survey and have your voice heard please contact us on 01603 753347 or [email](#).

City Hosts

We are pleased to announce that Paul Allen, City Host Manager, Michael King and Adrian O'Dell, City Host Supervisors have joined the team. These new team members will oversee a team of City Host volunteers, assisting visitors and users of the city, providing help and advice to enable them to gain the maximum benefit out of their visit. Along with acting as a first point of contact meet and greet, City Hosts will also promote activities and events taking place in the city centre.

We are proud to be associated with Inspired by 2012 where we have taken inspiration for our City Hosts Scheme. Lord Coe says, *"It's great news that, Inspired by 2012 and the Games Makers, Norwich have launched the City Host scheme. I wish the team luck and look forward to hearing how the scheme develops."* More about this exciting initiative can be found [here](#). Look out for them on a Norwich street near you soon!

Boris the BID Gorilla takes over London Liverpool Street Station

On Friday 24 May Boris the BID Gorilla travelled from Norwich to London Liverpool Street Station where he will spend the next 4 weeks acting as our ambassador and helping create awareness and interest in Norwich and the GoGoGorillas art trail which hits the streets of Norwich on 24 June. Boris will be seen by an estimated **3 - 4 million** people during his time at Liverpool Street Station.

Read the full story [here](#). To view a video montage of the photos from the day please click [here](#).

Information about GoGoGorillas can be found [here](#).



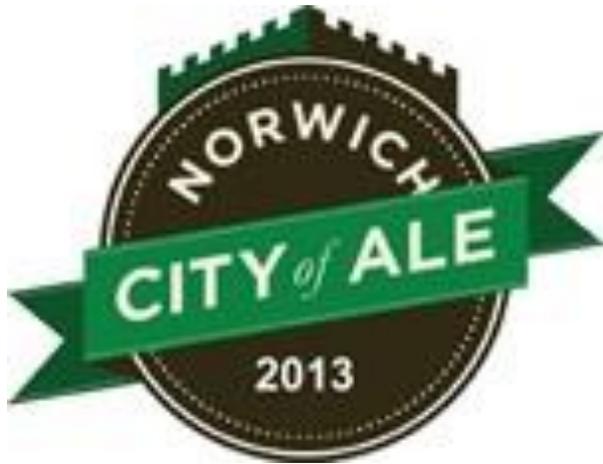
Rachael Fretter and Stefan Gurney with Boris,, the BID Gorilla at Norwich Station

Norwich City of Ale

Norwich City of Ale now in its 3rd year returned for a 10 day celebration of local pubs, breweries and real ale from 23 May - 2 June.

The BID supported City of Ale in the form of sponsorship which included full page advertisements in 14 separate CAMRA regional publications to raise awareness of the festival nationwide.

This event helps the leisure sector include customer and visitor numbers whilst growing the vibrancy of the city as a destination and keeping Norwich as the nationally recognised City of Ale.



Follow Us, Join Us Be Social

We are now live on Twitter and you can follow us at [@Norwich BID UK](#). We have also created a LinkedIn Group ([Norwich Business Improvement District](#)), where we invite you to join and be part of the conversation, we would welcome your views.

Norfolk Chamber of Commerce Breakfast

On 26 February, Peter Mitchell and Andrew Dernie (BID Board) presented to over 80 people at the Norfolk Chamber of Commerce breakfast meeting about the BID and what it means for Norwich.

Feedback was very positive with people keen to share their ideas after the presentation. This was a great opportunity to present the BID City Centre agenda to a local audience whilst actively asking for ideas on how the City Centre could be more vital for those who use it for work, rest and play.



Andrew Dernie (L) and Peter Mitchell (R) with Caroline Williams, CEO, Norfolk Chamber of Commerce

International Connections

A group of 15 delegates from Yunnan Local Authorities were welcomed to the City by Norwich BID on 13 May. The visit formed part of an overseas cultural fact finding mission organised by the Chinese Central Gov.

The purpose of the visit for the Yunnan delegates was to understand more about Norwich and the regeneration projects undertaken within an historic city centre environment. As part of the visit the delegation met organisers of the Norfolk and Norwich Festival and visited Norwich Castle, the Forum and Castle Mall.

The delegates took inspiration and ideas back to their province to aid their own regeneration projects and to forge strong links with Norwich going forward. Read the full story [here](#).



Stefan Gurney with the Yunnan Local Authorities delegates

STOP PRESS News in Brief

- We are looking at enlivening Thursday evenings, from 11 July - 12 September, expect to see Covent Garden entertainers, sports and carnival music based events in 3 key city centre locations - Thursday evenings in the city are not to be missed.
- Our new look [website](#) is now live, please take a look - we hope you like it!

Get Involved

If you wish to get involved and become an active member to help shape activities for the city centre we would love to hear from you, please [email us](#) or call **01603 212744**.

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